

**THE EFFECTS OF ESCAPISM AND SELF EXPRESSION TOWARDS
USER INTENTION AMONG GENERATION Z TIKTOK USERS WITH
USER ENGAGEMENT AS MEDIATING VARIABLE**

Thesis Submitted to Fulfil One of the Requirements for Obtaining Bachelor's
Degree in Economics at The Faculty of Economics and Business, Management
Undergraduate Program, Universitas Mercu Buana, Jakarta



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MANAGEMENT UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MERCU BUANA
JAKARTA
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Jakarta, April 25th, 2024



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ABSTRACT

The research aimed to explore and assess the impact of hedonistic experiences, specifically escapism and self-expression, on user intention to use the TikTok app, with user engagement serving as a mediator. The study focuses on TikTok users aged between 15 and 23 years old residing in major Indonesian cities, including JaBoDeTaBek, Bandung, Semarang, Yogyakarta, and Surabaya. Employing nonprobability sampling, specifically purposive sampling, the research gathered quantitative data through a survey method utilizing Google Forms to distribute questionnaires. The questionnaire, designed with criteria and value weights based on a Likert scale, was completed by 213 TikTok users, resulting in a 100% return rate. Data analysis was conducted using descriptive analysis techniques, with the Partial Least Square (PLS) approach implemented through the SmartPLS version 3.2.9 software program. The findings of this research indicate that for Genz Tiktok users: (1) Escapism has a positive and significant influence on User Intention, (2) Escapism has a positive and significant influence on User Engagement, (3) Selfexpression has a positive and significant influence on User engagement. (4) Selfexpression has a positive but not significant influence on User Intention. (5) User Engagement has a positive and significant influence on User Intention. (6) User Engagement partially mediates escapism and user intention. (7) User Engagement fully mediates self-expression and user intention.

Keywords: Hedonism, Escapism, Self-expression, User Engagement, User Intention

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PREFACE

The researcher would like to dedicate this thesis to God, Jesus Christ, who has been a constant source of strength, guidance, and inspiration throughout the research journey. It is through His divine blessings and grace that the researcher has found the determination and wisdom to complete this research proposal "The Effects of Escapism and Self-Expression Towards User Intention Among Generation Z Tiktok Users with User Engagement as Mediating". This research is proposed to fulfil one of the requirements to achieve a Bachelor's degree in the Faculty of Economics and Business Management, UMB International Class Program.

The researcher would like to take this opportunity to thank everyone who contributed to the success of this research, particularly for:

1. The researcher loving family (Mama, Papa, Kuya JV&VJ, and atone (Tonette)). Their unwavering support, encouragement, and prayers have been instrumental in shaping the researcher's academic pursuits. Their belief in the researcher's abilities has been a driving force behind their achievements.
2. Prof. Dr. Andi Adriansyah, M. Eng., as the Rector of Universitas Mercu Buana.
3. Dr. Nurul Hidayah, M.Si, Ak., as the Dean of Faculty of Economic and Business of Universitas Mercu Buana.

4. Dudi Permana, MM, PH.D., as the Head of Management Study Program of Universitas Mercu Buana.
5. Dr. Mas Wahyu Wibowo, as the researcher's Thesis Supervisor.
6. Dr Ali Hanafiah, as the secretary of management study program international class.
7. All Lecturers and Staff of the Management Study Program Faculty of Economics and Business, Universitas Mercu Buana.
8. The researcher expresses sincere appreciation to friends, classmates, as well as colleagues at the Bureau of Marketing of Mercu Buana. Every moral and constructive encouragement contributed to the researcher's pursuit of the research process.

This thesis is dedicated to all those who have played a part, big or small, in shaping my academic and personal development. The support and belief have been invaluable, and the researcher is forever grateful

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